GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:265
ANSWERED ON:01.08.2002
BAN ON OBSCENE ADVERTISEMENTS
KANTI SINGH;RAGHUVANSH PRASAD SINGH

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware that obscene advertisements on liquor, tobacco and surrogates of certain intoxicating products, which cause addiction, are continuously telecast on cable channels, violating all the Advertisement Rules and Programme Code`

(b) if so, the details and reasons therefor;

(c) whether the Government have constituted a Committee to keep a vigil on such advertisements and programmes on cable channels;

(d) if so, whether the Committee has proved in-effective to check such advertisements and programmes on cable channels;

(e) the steps taken by the Government in the recent past to ban such advertisements/ programmes;

(f) whether the Government propose to draft a comprehensive Advertisement Policy for private channels; and

(g) if so, the details thereof and the time by which the said policy is likely to be implemented?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (g): A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (g) OF LOK SABHA STARRED QUESTION NO. 265 FOR ANS ON 01/08/2002

(a) to (g): All television channels transmitted or retransmitted through a cable network are required to adhere to the provisions of the Programme Code and Advertising Code prescribedunder the Cable Television Networks (Regulation) Act, 1995 and the Rules framed thereunder. The Programme Code prohibits carriage of programmes which offend good taste or decency, contain anything obscene or which derogate women. The Advertising Code provides, inter-alia, that no advertisement shall be permitted which promotes directly or indirectly production, sale or consumption of cigarettes, tobacco products, wine alcohol, liquor or other intoxicants.

To look into the reported violations of the said Programme Code and Advertising Code, the Government has constituted two committees under Section 20 of the Cable Television Networks (Regulation) Act, 1995:

(a) An Inter-Ministerial Committee consisting of Officers from the Ministries ofInformation & Broadcasting, Home Affairs, External Affairs, Defence and Law to render advice on the violations of the Programme Code; and

(b) A Committee consisting of officers from the Ministries of Information & Broadcasting, Women & Child Development, Health and Law and a representative from the Advertising Standards Council of India to look into the violations ofAdvertising Code including cases of surrogate advertising.

On the recommendations of the Committee on Advertising Code, show cause notices wereissued to four channels, for telecasting surrogate advertisements of liquor products and violating the provisions of Rules 7(2)
(viii) of the Advertising Code of the Cable Television Networks Rules, 1994. These channels have since sent their replies and confirmed that they had stopped the concerned advertisements, till the matter is further examined. At its second meeting, the Committee had decided to issue show cause notices to channels displaying eight advertisements, which prima facie, appear to violate the Advertising Code.